

## Public Relations Specialists (27-3031)

**Occupation description:** Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

### Employment and Job Openings

	Average employment			Average annual openings		
	2010 estimate	2020 projection	Percent change	Growth	Replacement	Total
Alaska	328	358	9.1	3	9	12
United States	258,100	316,200	22.5	5,820	6,900	12,720

#### Job outlook

**Alaska:** Alaska's employment growth is low with moderate employment opportunities. [Read more.](#)

### 2013 Wages ?

	Mean Wage and 95% Confidence Interval			Wage by Percentile		
	Low	Mean	High	10th	Median	90th
United States	n/a	30.30	n/a	14.80	26.41	49.64
Alaska	28.14	30.28	32.42	18.54	28.07	43.89
Anchorage/Mat-Su Area (MSA)	28.75	31.60	34.45	19.73	27.43	46.07
Fairbanks North Star Borough (MSA)	20.71	24.79	28.87	9.08	27.40	35.95
Southeast Region	23.15	26.47	29.79	10.91	23.23	42.65
Balance of State	32.65	34.26	35.87	24.16	34.27	43.42

### Labor Force Indicators

#### 2012 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
277	13	4.7	43.7	32.6

#### 2012 Potential Supply

Qualified but working in another occupation	64
Currently employed in a lower paid occupation	35
UI claimants previously working in occupation	22

#### 2012 ALEXsys Employment Data

Number of registrants	299
Number of job position postings	51

## Typical Entry-level Education, Experience, and/or On-the-job Training

**Education:** Bachelor's degree

**Work experience:** None

**On-the-job training:** Moderate-term on-the-job training

## Training Resources

### Degree

#### Alaska Computer Business Solutions LLC

PowerPoint 2007: Microsoft Certified Application Specialist

PowerPoint Level 1

PowerPoint Level 2

### Degree

#### Alaska's Institute of Technology (AVTEC)

PowerPoint Techniques

### Degree

#### University of Alaska Fairbanks

Communication

BA

Professional Communication

MA

### Degree

#### Vocational Training and Resource Center

Microsoft PowerPoint Complete

### Degree

#### WinCertification

Introduction to MS Power Point